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FROM:

Jeffrey & Toler

RE U.S. App. No.: 09/497,773, filed February 3, 2000

Applicant(s): Jerry E. Pierce, et al.

Atty Dkt No.: 1007-8901

Title:

METHOD AND SYSTEM FOR OPTIMIZING MARKET

ACCESSIBILITY VIA AN ELECTRONIC NETWORK

NO. OF PAGES (including Cover Sheet): 4

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Power of Attorney/Change of Correspondence Address – Bradley E. Pierce

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| (to be used for all correspondence after initial | Examiner Name | 3627 |
| | | Michael A. Cuff |
| Total Number of Pages in This Submission | 3 Attorney Docket Number | 1007-0001 |
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